



ORDER

Flight Dates **10/12/12-10/18/12**

Contract / Revision **313005 /**

Original Date / Revision
09/27/12 09/28/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product
NRCC IE 2012

Agency Com 15%

Billing Contact
**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3267**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |
| Tanya Winscott | % | | |

Order Share 12% Market Value 140833

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| KASW | % | 0 |
| KDRX | % | 0 |
| KPHO | 18% | 25350 |
| KPNX | 18% | 25350 |
| KPPX | % | 0 |
| KSAZ | 25% | 35208 |
| KTVK | 27% | 38025 |
| KTVW | % | 0 |
| KUSK | % | 0 |
| KUTP | % | 0 |
| UNKWN | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012 | 32 | \$14,365.00 | \$16,900.00 | 0.00 |
| Totals | 32 | \$14,365.00 | \$16,900.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12 | 10/18/12 | 32 | \$14,365.00 | \$16,900.00 |

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|---------------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|----------|---------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 1 | KNXV | 10/12/12 | 10/12/12 | M-F 2pm-3pm General Hospital | CM | 2pm-3pm | ----F-- | :30 | 1 | \$450.00 | P-2 | 0.00 NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | 1 | | \$450.00 | | 0.00 | | | |
| E 2 | KNXV | 10/15/12 | 10/18/12 | M-F 2pm-3pm General Hospital | CM | 2pm-3pm | MTWT--- | :30 | 4 | \$450.00 | P-2 | 0.00 NM | 4 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWT--- | | | 4 | | \$450.00 | | 0.00 | | | |
| E 3 | KNXV | 10/14/12 | 10/14/12 | | CM | 4pm-430pm | -----S | :30 | 1 | \$250.00 | P-3 | 0.00 NM | 1 | \$250.00 |



Hiatus Dates

Order Sep 00:20:00

Estimate # **3267**

| | | | | | | | | | | | | | Totals | |
|--|-----------|-------------------|--------------------|------------------------------------|-------|-----------------------|-----------------|---------------|-------------|-------------------------|------------|-------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| | | | | SU 4pm-430pm | | | | | | | | | | |
| | | | | SU 4pm-430pm | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | 1 | | | \$250.00 | 0.00 | | | | |
| E 4 | KNXV | 10/12/12 | 10/12/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | ----F-- | :30 | 1 | \$1,000.00 | P-2 | 0.00 NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | 1 | | | \$1,000.00 | 0.00 | | | | |
| E 5 | KNXV | 10/15/12 | 10/18/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | MTWT--- | :30 | 4 | \$1,000.00 | P-2 | 0.00 NM | 4 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWT--- | | 4 | | | \$1,000.00 | 0.00 | | | | |
| E 6 | KNXV | 10/12/12 | 10/12/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | ----F-- | :30 | 1 | \$1,000.00 | P-2 | 0.00 NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | 1 | | | \$1,000.00 | 0.00 | | | | |
| E 7 | KNXV | 10/15/12 | 10/18/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | MTWT--- | :30 | 4 | \$1,000.00 | P-2 | 0.00 NM | 4 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWT--- | | 4 | | | \$1,000.00 | 0.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| 5 | KNXV | 10/15/12-10/21/12 | M-F 630pm-7pm | | | 630pm-7pm | MTWTh---- | :30 | | (\$1,000.00) | 0.00 | NM | | |
| See MG 7.9 | | | | | | | | | | | | | | |
| [na due to program change preempt rv 9/27] | | | | | | | | | | | | | | |
| 9 | KNXV | 10/16/12-10/16/12 | Prime News | | | 8p-9p | -T----- | :30 | | \$1,000.00 | 0.00 | NM | | |
| MG for 7.5 10/16 | | | | | | | | | | | | | | |
| E 9 | KNXV | 10/14/12 | 10/14/12 | SU 10-1035pm 10pm News | CM | 10pm-1035pm | -----S | :30 | 1 | \$1,400.00 | P-2 | 0.00 NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | 1 | | | \$1,400.00 | 0.00 | | | | |
| E 10 | KNXV | 10/12/12 | 10/12/12 | Jimmy Kimmel Live Jimmy Kimmel | CM | 1102p-1206a / 103- | ---F-- | :30 | 2 | \$250.00 | P-3 | 0.00 NM | 2 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | ---F-- | | 2 | | | \$250.00 | 0.00 | | | | |
| E 11 | KNXV | 10/15/12 | 10/18/12 | Jimmy Kimmel Live Jimmy Kimmel | CM | 1102p-1206a / 103M | TWT--- | :30 | 8 | \$250.00 | P-3 | 0.00 NM | 8 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWT--- | | 8 | | | \$250.00 | 0.00 | | | | |
| E 12 | KNXV | 10/12/12 | 10/12/12 | M-F 1206am-110am Katie - Repeat | CM | 1206am-106am | ----F-- | :30 | 1 | \$100.00 | P-2 | 0.00 NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | 1 | | | \$100.00 | 0.00 | | | | |
| E 13 | KNXV | 10/15/12 | 10/18/12 | M-F 1206am-110am Katie - Repeat | CM | 1206am-106am | MTWT--- | :30 | 4 | \$100.00 | P-2 | 0.00 NM | 4 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWT--- | | 4 | | | \$100.00 | 0.00 | | | | |
| Totals | | | | | | | | | | | | | 32 | \$16,900.00 |